

On the southernmost tip of the tropics—the mellow golden sunshine and the low air of Caribbean softness give the coffee grown there a character of refinement—softness evenness. The artist has brought a bit of this refinement—the artistic quality and mellow character into Franco-American Coffee.

The winds shriek louder—the torrid sun beats a hotter blast in certain mountainous sections. The coffees of this region have a rugged, forceful character—so the artist included a touch of this rugged character in Franco-American Coffee—the refreshing quality of the great outdoors.

Brilliance—the crystal blue of the sky—the crisp coolness in the evening air—induces rest, life, brightness in coffee in one far away country. In Franco-American Coffee you will find this same crystal character—full of rest—because the artist found it necessary to complete his work with it.

The sun blazed across the land on the shores of a quiet pool—no tempest or toilsomeness there. The coffee grown in that region have a temperate character and the artist has carefully brought this character into Franco-American Coffee.

It Was an Artist Who Discovered the Way to Make Coffee Taste Better

Before the dawn of modern art, all phases of life and work were untouched by the guiding hands of artistic genius but with the birth of art all conditions took to themselves parts of this artistic influence. Before art began its refining process, we were content with average results in everything, but then ART caused different ideals to be realized, and it has only been recently that the influence of art on coffee blending was even thought of.

But now comes this new secret of coffee blending that is amazing in its difference and that is being tested by millions of coffee drinkers.

The Secret is a Matter of Art!

How does an artist blend color? He takes first a touch of red, then a touch of blue and blends them. Then he adds some yellow, perhaps—then back for another very little red and so on—a bit of this—a bit of that—letting his sense of artistic values determine whether the blend of color is right. You never saw an artist measure out his paints. You never heard of a masterpiece being painted by rule or formula. A masterpiece is composed of just the right degree of light and shade as well as color.

The Artist who Mixed Coffee Like Color!

It naturally follows that it was an artist who discovered the secret of this new coffee. He suggested it to a coffee expert and they experimented together. They discovered that different coffees had individual characters, as different as color in paint, and that these characters varied in accordance with the part of the world they came from. With a coffee expert's highly developed sense of taste and with an artist's conception of tone quality—in coffee they harmonized these characters.

It Took Months to Achieve the Result!

But the final creation was worth this patient effort. At last a coffee had been created that was as near perfection as possible—not with scales and recipes, but with ART! This Franco-American Coffee does not have that dark taste nor has it an insipid taste but it does have that tone of coffee character and flavor that makes you want more than one cup.

The Difference is Amazing!

You will never be satisfied with ordinary coffee after you have tried Franco-American, "blended by an artist."

You can have this New Kind of Coffee in Your Own Home!

All Quality Service Stores in New York City sell Franco-American Coffee. Ask for it to-day.

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FRANCO-AMERICAN Coffee